



Embassy of the United States of America
Lisbon, Portugal



APRIL 2009

ISSUE 7

Atlantic Notes

"From our shores to yours"

Editorial



April is here and it brings not only Easter and official holidays. In our bilateral relations, it also brings the opportunity to discuss educational challenges and the recipes that bring about success on both sides of the Atlantic.

Ambassador Thomas Stephenson invited Margaret Spellings, the

former Secretary of Education (2005-2009), to come to Portugal and share her experience. Mrs. Spellings has been a leader in reform to make education more innovative and responsive in the United States.

And if we want our children to stand out like orange pencil in this editorial's picture, the challenge starts early on. As our guest once said, "We cannot prepare students for the global economy if we don't get them to grade

level first."

That is just one of the events our Embassy is working on this month.

In this edition, we also bring you one of the leading American campaign strategists. In the aftermath of our Presidential election and ahead of Portugal's three balloting acts this year, the idea of a talk with Gary Nordlinger was simply irresistible. A look at Texas and the White House Egg Roll tradition complete this issue. Happy Spring! ❖

INSIDE THIS ISSUE:

<i>Did you know that...?</i>	2
<i>State ... Texas</i>	2
<i>Gary Nordlinger</i>	3
<i>Coming Up</i>	4
<i>At a Glance</i>	4



NATO's 60th anniversary (continued)

In the previous edition, we started a survey of opinions on NATO's 60th anniversary and the importance of the Alliance to Portugal.

Portugal currently has troops under two NATO Missions, in Kosovo and Afghanistan.

One week after the NATO Summit and Minister Severiano Teixeira's interview stating that the Alliance's biggest challenge - Afghanistan - is a priority of Portuguese

foreign policy, we close the series with yet another Portuguese opinion leader.

Maria Carrilho,
University professor
and analyst:

"With its archipelagos in the Atlantic, NATO constitutes for Portugal the "natural reference" framework in terms of defense, with which European Security and Defense Policy is to be compatible. Not only as a guarantee of national and collective security, but also as a booster for the modernization and in-

ternational projection of the Portuguese Armed Forces. The opening of Portuguese military institutions to participation of female citizens was stimulated by our presence at the Atlantic Alliance. One should also highlight NATO's contributions to the civil arena, namely to training and career development of Portuguese researchers, across various scientific domains." ❖

SECURITY IS ALWAYS IN THE FOREFRONT OF THE ALLIANCE'S CONCERNS. BELOW ONE OF THE HISTORIC SECURITY POSTERS HUNG AT HEADQUARTERS.

WWW.NATO.INT





Did you know that...?

EASTER EGG ROLL AT THE WHITE HOUSE



© White House Historical Association

The White House Easter Egg Roll is an annual family event to hunt for and race Easter Eggs on the White House Lawn while enjoying storytelling and a visit with the Easter Bunny. Thousands of people attend the White House Easter Egg Roll, the largest annual public event at the White House.

The holiday tradition has a long history dating back to 1878 when President Rutherford B. Hayes officially opened the White House grounds to local children for

egg rolling on Easter Monday. Successive Presidents have continued the tradition of inviting children to the White House Lawn for egg rolling and other activities and entertainment.

This year's White House Easter Egg Roll theme, 'Let's go play,' encourages America's youth to lead healthy and active lives. The White House will open the South Lawn to children age 10 and under, along with their families, to enjoy sports, cooking classes, live musical performances, sto-

rytelling and the traditional Easter egg roll.

Just as the White House likes to have fun, many families in the United States celebrate this time of year. On Easter Sunday, families may take part in activities ranging from coloring eggs to wearing new clothes or sharing a family meal of roast lamb, ham, springtime vegetables and hot cross buns. ❖

STATE of mind: Texas

Cowboys, hats, steaks, TV series *Dallas* and...former President Bush. These are the immediate thoughts on the minds of most when you pronounce the word "Texas." But Texas offers a vast world for you to discover.



Named after a Texas army general who helped win independence from Mexico, Houston is the largest city in Texas and fourth largest of the nation, hosting SpaceCity USA. Surrounded by mile-high peaks is the largest border city, El Paso. This is the place to eat a two-pound steak, if you happen to have a hearty stomach...

Ranked #2 value-friendly destination in the United States by Hotwire.com, Fort Worth calls itself the "Museum Capital of the Southwest" and is known for world-class museums, plus live theater, concerts, opera, ballet and art galleries. But it also organizes Southwestern Exposition and Livestock Show and Rodeo in late January–early February.

Dallas is a mecca for shoppers, as it boasts more shopping centers per capita than any other U.S. city, being home to the internationally recognized specialty store Neiman Marcus and retail giant JC Penney. Dallasites pursue art and culture with almost as much enthusiasm as shopping. Collector and philanthropist Raymond Nasher gifted Dallas with the \$70 million Nasher Sculpture Center, while the new Latino Cultural Center is buzzing with multicultural activities and artistic endeavors.

With over 500 cities scattered across its seven regions, all you have to do is pick yours and select a time of year to visit!

For more information, visit <http://www.traveltex.com>

"GIVE ME AN ARMY OF WEST
POINT GRADUATES AND I'LL
WIN THE BATTLE; GIVE ME A
HANDFUL OF TEXAS AGGIES
AND I WILL WIN THE WAR."

GEN. GEORGE S. PATTON



Campaign Strategist Gary Nordlinger



Gary Nordlinger is president of a political and public affairs consulting firm that has provided political strategy for hundreds of public officials, associations, labor unions and corporations in 28 countries. Atlantic Notes could not miss a conversation with the strategist...

Atlantic Notes (AN) - You founded your company in 1976. How would you describe changes in campaigning since then?

Gary Nordlinger (GN) - When I started, my competition was not with other political consultants, it was getting people to use one at all. They had a publicist back home and thought that was the campaign. Secondly, we know how to use survey research so much better now! Television and radio were important back then, they still are. But the term "message discipline" didn't even exist in 1976 and it is a very important part of a campaign today. We have learnt how to develop and test campaign messages for their effectiveness.

AN - Are there core issues, where your advice to today's politicians and officials remains the same?

GN - On key fundamental

issues, absolutely! There are issues where you have to have a 'yes' or 'no' answer to them. On abortion, are you pro-choice or pro-life? Voters expect a clear answer; they don't want leaders who try to have it both ways. It's a big mistake trying to stay on both sides of the fence, it sounds hypocritical.

AN - So it is not realistic for politicians to target the center vote ...

GN - If you are centrist, that's fine. But there are some issues where you simply have to be clear on! Some Democrats tried to have it both ways on Iraq and in some cases it was damaging.

AN - Do you prefer to work with centrist politicians because you feel you have to personally believe in the message conveyed?

GN - Well, politicians need to believe in themselves. We purchase as consumers, but we vote as investors. When you are voting, you are investing in your future. In a campaign, all a candidate has is his/her personal credibility.

AN - In their activities and campaigns today, politicians focus a lot on technologies and social networks to convey the message, yet people are increasingly divorced from politics. How do you tackle that?

GN - I would not say people are divorced from politics. What they are not into doing is give deference to

elected officials or political parties. They will not have parties tell them how to vote. With 24 hour news, we don't have to trust politicians' judgment to make decisions any more. A Bolivian leader once said it is the people with the problems that have the solutions, so find out what is on people's minds.

AN - It must be different to create a winning campaign in Mexico, in the U.S. or in Europe.

GN - Certainly on message development. Political parties may be effective for message distribution. In the U.S., campaigns are candidate-driven, whereas in European parliamentary systems the campaign is far less personality-driven. Outdoor advertising is much more important in Europe than it is in the United States, for example. Some countries allow you to buy political ads on TV, others don't. You adapt.

AN - Was there a campaign that was most difficult?

GN - There have been so many! A political campaign is an exercise in reputation management. It's also an exercise in damage control: you never know when a shoe is going to drop, or when an exhausted candidate is going to make a damaging statement.

AN - On U.S. image around the world, what would you recommend President Obama and his administration?

GN - My advice would be for him to maintain the tone he has used before -- we want to reach out and work with allies. Our point of view is not the single one. I am very encouraged! ♦

"A BOLIVIAN LEADER
ONCE SAID IT IS THE
PEOPLE WITH THE
PROBLEMS THAT
HAVE THE
SOLUTIONS, SO FIND
OUT WHAT IS ON
PEOPLE'S MINDS. "

ATLANTIC NOTES is a monthly electronic newsletter produced by U.S. Embassy Lisbon's Office of Public Affairs. Suggestions and letters to the editor should be sent to *CarmoAC@state.gov*

Office of Public Affairs
U.S. Embassy Lisbon
Av. das Forças Armadas a Sete Rios
1600 -085 LIsboa
Portugal

Phone: 21 770 2443
Fax: 21 727 1409
E-mail: CarmoAC@state.gov

WE ARE ON THE WEB!

Please visit us at

<http://portugal.usembassy.gov>

and



Coming up

☞ **April 7–** Group of Embassy volunteers to paint a shelter home for victims of domestic violence in Lisbon

☞ **April 16 -** Former U.S. Secretary of Education Margaret Spellings on *Improving Education in the Global Knowledge Economy*, Gulbenkian Foundation

☞ **April 27 -** Consular presentation on new ESTA travel regulations at Sheraton Porto.

☞ **April 27 -** U.S. Ambassador addresses Porto Chamber of Commerce

☞ **April 30 -** Prof. Ruth Gilmore, University of Southern California, on *"Breaking the U.S. Secondary School-to-Prison Pipeline"*, Portuguese Association of English Teachers (APPI) annual Conference, in Lisbon

@ a Glance: Federal Holidays

THE FEDERAL HOLIDAY OF THANKSGIVING WAS GLOBALLY ACCLAIMED IN EIGHT HOLLYWOOD MOVIES DEPICTING THE JOY OF REUNION, FAMILY SECRETS AND SQUABBLES, AND U.S. FOOD SPECIALTIES. *HANNAH AND HER SISTERS* OR *PLANES, TRAINS AND AUTOMOBILES* ARE TWO EXAMPLES.



HANNAH AND HER SISTERS

America has 11 federal holidays recognized by the U.S. government, and established by Congress.

On those public holidays, non-essential federal government offices are closed and private banks, stock and futures exchanges that are chartered or regulated by the United States government must also close on these days. Most all federal holidays are also observed by state, local governments and even the private sector as well.

Though the term "national holiday" is often used in place of federal holiday the term is incorrect. There are actually no national holidays in the U.S. because Congress only establishes holidays for federal workers, leaving individual states and cities to name

their own holidays. The President can proclaim public holidays in special circumstances such as a 'National Day of Mourning,' however businesses are not required to recognize this day as a holiday.

If the holiday should fall on a weekend day, it is moved. Thus, if it falls on a Saturday the holiday will be recognized on the preceding Friday, and if the holiday is on a Sunday then on the

following Monday the holiday will be recognized.

Some holidays go by multiple designations when their more commonly known name differs from the official name, such as 4th of July, a.k.a. Independence Day.

Other dates are celebrated by specific communities even though they are not federal holidays. Namely Saint Patrick's by the Irish Community, Cinco de Mayo by the Mexican community or Kwanzaa, a week-long holiday honoring African heritage.

Some of the upcoming federal holidays this year are Memorial Day, Independence Day, Labor day, Columbus Day, Veterans Day, Thanksgiving and Christmas Day. ❖



Holidays also generate a lot of merchandising